The Sky's the Limit When You Reach Out to Potential Customers

The following is a suggested list of items to keep in your outreach folders each fiscal year. But don't limit your records to just the items below—be creative! Outreach is an important part of your job, each and everyday! USDA employees should do all they can to spread the news about the importance of conservation to ALL customers. Reach for the sky in your outreach efforts!

District Conservationists should keep and file the following items—

~ All efforts to contact underserved clients and inform them of NRCS programs and technical assistance. This includes letters, mailing lists by race and sex, meetings and agendas, number attending by race and sex, copies of a presentation, etc.

~ Records of any meetings you participated in that was sponsored by another agency or group. Keep sign in sheets, numbers by race and sex, agendas, and mailing lists by race and sex.

~ A listing of your county Outreach Advisory Committee by race and sex

~ Minutes of the SWCD meeting where you discussed civil rights, parity reports, Title VI & VII, MOA.

~ Copies of FSA, Clemson, or other partner newsletters/publications in which NRCS programs/signups were advertised.

~ Church bulletins or program agendas where you discussed NRCS programs. Include audience numbers by race and sex.

~ Keep records of Special Emphasis Program celebrations including emails, posters, and news articles.

~ Keep copies of news articles mailed, faxed, or hand carried to the local papers. Also, keep the actual clipping from the paper if the article was published.

~ Keep all records of correspondence from national headquarters that pertain to civil rights, sexual harassment, EEO, etc.

~ A copy of your local SWCD annual report .

~ Copies of bi-monthly SC NRCS *Current Developments,* especially if they contain articles regarding your county.

~ List of agents with the 1890 Research and Extension Service at South Carolina State University.

~ SWCD efforts to reach new customers.

~ Current fiscal year parity report.

~ Most recent county population data by race and sex.

~ County election commission data on eligible voters by race and sex.

~ Lists of community-based organizations, and county libraries.

~ Information on federally recognized or state American Indian tribe. This should include the Chief and his address, the tribal headquarters and a contact person, and the number of members in the tribe.

~ Farm Bureau officers in your county.

~ All agriculture teachers

~ Young farmer chapters and their officers, meeting dates, places, and times

~ All media outlets, including local TV stations, newspapers, radio stations. Try and update contact persons on a regular basis and send your news releases to a specific editor or programming director.

~ Contacts at the local Chamber of Commerce, County Development Board, County Council members, etc.

~ County Development Board

~ County legislative delegation names and addresses

~ US House and Senate member's names and addresses

~ NAACP local branches

~ Federation of Southern Cooperatives

~ Farmer cooperatives within the county